

Conducting CBPR: Implementing Research Plans

An NIH/NICHD Technical Assistance Seminar

Saundra H. Glover, MBA, PH.D

**Associate Dean for Health Disparities
and Social Justice**

**Director, IPEHD / Co-Principal Investigator
USC-Claflin EXPORT Center**

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UNIVERSITY OF SOUTH CAROLINA

OVERVIEW

- Introduction to Institute for Partnerships to Eliminate Health Disparities (IPEHD)
- Definition, Principles and Key Components of CBPR
- CBPR vs. Traditional Forms of Research
- Strategies for Developing and Sustaining a CBPR Partnership
- CBPR Peer Support Network
- Resources for Ongoing Support for CBPR
- Q&A

WHAT IS IPEHD?

- A partnership between....
 - A large, research-oriented institution of higher learning
 - Historically Black Colleges and Universities (HBCU's)
 - 1890 Land Grant Network
 - Statewide public health agencies
 - Other community organizations

Our mission:

To eliminate health disparities through academic, community and other strategic partnerships in South Carolina and beyond.

GOALS AND OBJECTIVES

- The main goal of IPEHD is to reduce and eliminate health disparities in minority populations
- The objectives include:
 - Increasing the number of minority professors who are knowledgeable in the field of public health
 - Encouraging minority students to consider careers in public health
 - Increasing statewide research on health disparities
 - Supporting organizations committed to reducing and eliminating health disparities



CURRENT PROGRAMS / ACTIVITIES

W. K. Kellogg Public
Health Fellowship and
Development Program

M.A.T.C.H (Mobilizing
Against Threats to
Community Health)

USC- Claflin EXPORT
Center



SC DHEC



MID-CAROLINA AHEC

CLAFLIN UNIVERSITY



ALLEN UNIVERSITY

PALMETTO HEALTH

Minority HIV/AIDS Council



RICHLAND SCHOOL DISTRICT ONE

Victory Tabernacle Church

MINORITY AFFAIRS COMMISSION



1890 Land Grant Network



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PROGRAM OBJECTIVES

- (1) Advance the science directed towards reducing, eliminating, or preventing health disparities
- (2) Discover new interventions or expand utilization/adaptation of existing evidence-based interventions
- (3) Increase the number of professionals from minority and underserved populations trained in biomedical and behavioral research by building capacity at minority serving institutions
- (4) Conduct research on health disparities
- (5) Increase public trust and dissemination and utilization of scientific and health information relevant to health disparity populations



What is community-based participatory research (CBPR)?

- “Community-based participatory research (CBPR) is a collaborative process of research involving researchers and community representatives...[that] engages community members; employs local knowledge in the understanding of health problems and the design of interventions; and invests community members in the processes and products of research” **D. Parra-Medina (2005)**
- “CBPR in health is a collaborative approach to research that equitably involves all partners in the research process and recognizes the unique strengths that each brings...” **W.K. Kellogg (2001)**
- “Academic and Community Partners Defining and Conducting Research” **S.H. Glover (2007)**





A “True” CBPR PARTNERSHIP

- Community members
- Researchers
- Funders

*...Working **Together** to Identify,
Address and Move Beyond Health,
Social and Environmental Issues”*



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CBPR vs. Traditional Research

CBPR (perception):

- “inside out” approach
- Community identifies the health problem/issue
- Decision-making at community level
- Culturally sensitive
- Goal is to improve the community

Traditional Research (perception):

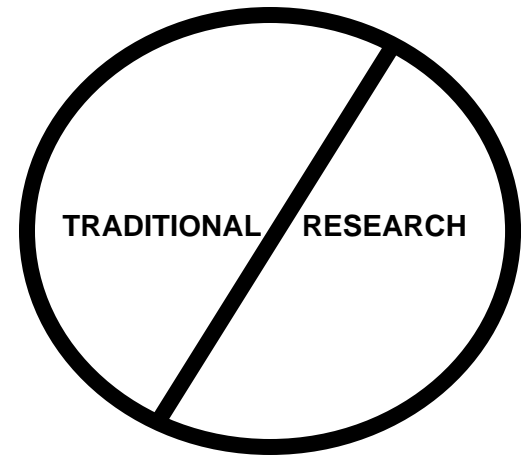
- “outside in” or “top-down” approach
- Researchers or Funding Agencies determine the health focus
- Decision-making at bureaucratic level
- Indifferent to community culture
- Simply a way to publish papers





Key Components of CBPR

- Co-learning
- Shared decision-making
- Mutual ownership
- Enhanced community capacity
- Establishment of trust





TRUST: Let's Cross this Bridge....Together



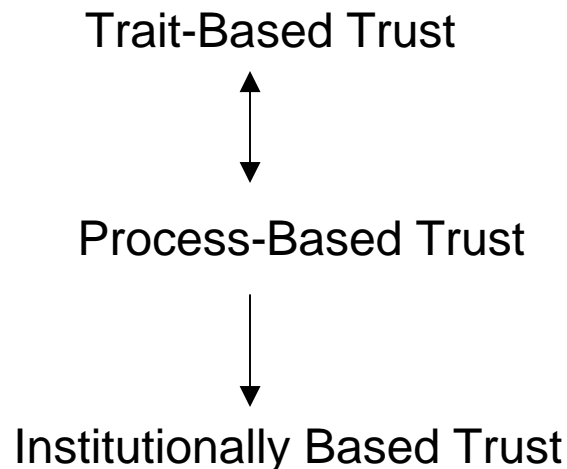


How To Promote TRUST

- Ensure everyone has an opportunity to provide input
- Clearly identify project purpose and expected outcomes
- Openly discuss expectations from all parties involved
- Identify time frame for team will work within
- Balance processes with product
- Have diverse representation
- Create working agreements (be transparent)

How to Promote TRUST

- Building Trust
 - What we now know:



How to Promote TRUST

- Building Trust
 - What we now know:
 - Trust is a two-way street
 - Role of advisory boards and coordinating panels in building trust
 - Trust is fragile



Principles of CBPR

- A quality research design (methodology)
- Community involvement from planning to evaluation
- A productive, trusting partnership
- Improved health outcomes
- Long term benefits to the community (self-efficacy)

EXAMPLE 1:



EXPORT

30 Community Advisory Group (CAG) Members

- Diverse group of community members who (1) are committed, (2) share goal of addressing and reducing health disparities, and (3) have a good sense of their community

Taskforces

- Cervical Cancer
- Evaluation
- HIV/AIDS
- Story Mapping



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STORY MAP PROJECT: Project EXPORT Community Partnership and Outreach Core

- Fall 2006-Spring 2007 Facilitator/Consultant: Dr. John R Ureda
- Purpose: Develop a map that includes the visual stories from groups within the Orangeburg area of South Carolina that could help impact the hardships and mortality ensuing from HIV/AIDS and cervical cancer. Map will address Where the CAG wants to go and how it will get there regarding the treatment, prevention and survival of HIV/AIDS and cervical cancer.
- Strategies: Convene a leadership group that will identify groups that need to tell their stories, arrange meetings between Dr. Ureda and groups (one at a time), organize and coordinate interpretation meetings to draft the illustrations to be placed on the map, and present the story map to the CAG.



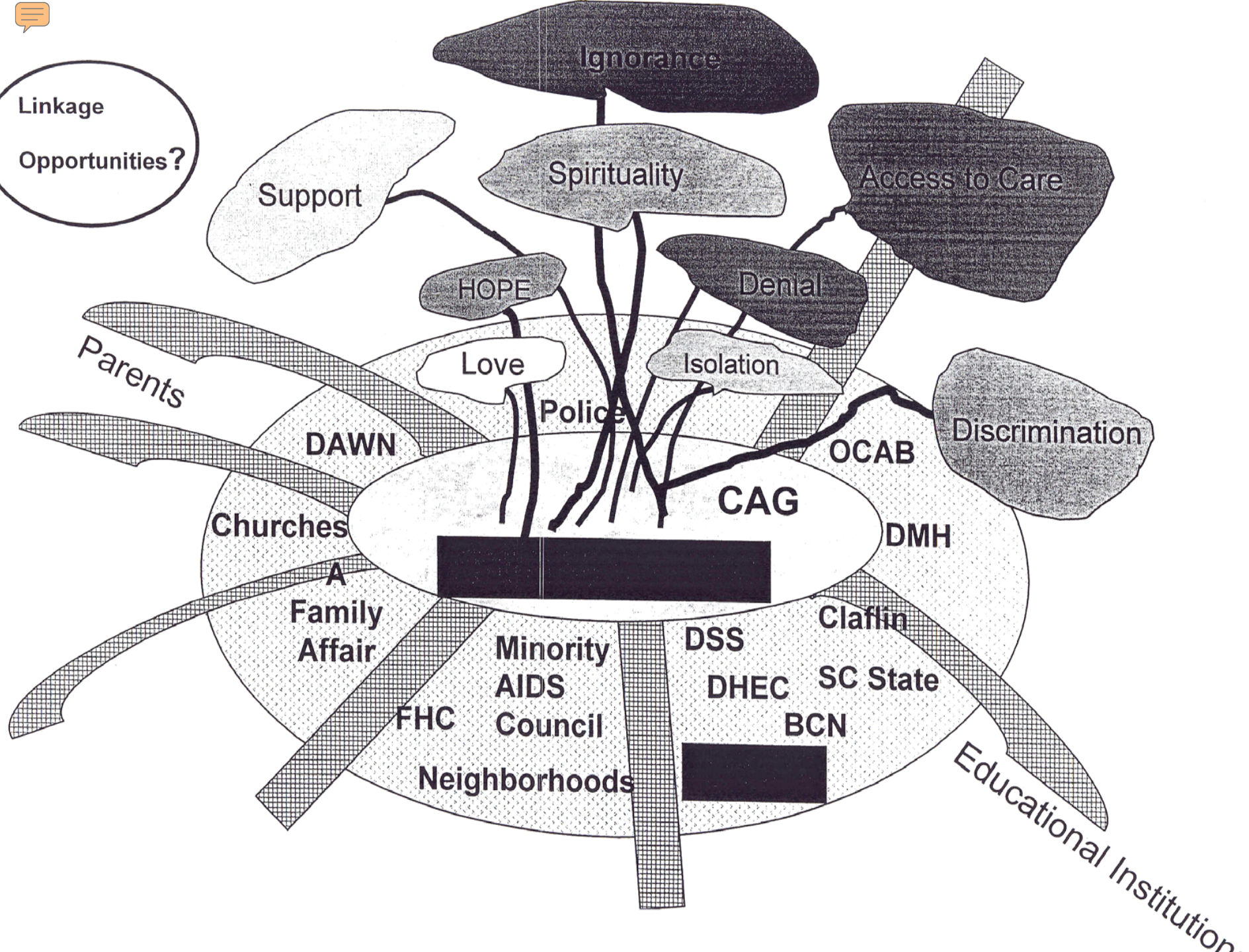
STORY MAP PROJECT: Project EXPORT Community Partnership and Outreach Core

Objectives:

- Convene a leadership group
- Identify groups to be interviewed
- Arrange for the Project Leader to interview the groups
- Discuss draft stories resulting from interviews
- Review and revise draft story map
- Present story map to the Community Advisory Group (CAG)



Linkage
Opportunities?



PHASES OF IMPLEMENTATION

- The first "big picture" map highlighted the conditions existing in the Orangeburg area with regard to HIV/AIDS and cervical cancer.
- The second map featured issues that CAG members thought should be addressed. This served as a visual, strategic planning guide, for use by the CAG in developing their shared vision of what they believed should be done to prevent and deal with HIV/AIDS and cervical cancer.
- A review of the second map in March of 2007 launched the discussion of what specific initiatives the CAG should undertake to address the issues and concerns. CAG plans for action would be the basis for a third "Actions" map-the shared vision of the CAG.



EXAMPLE 2:

THE MATCH Project

Mobilizing Against Threats to Community Health

PURPOSE:

To enhance community involvement in preparing for and responding to threats to community health.

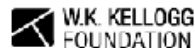
APPROACH:

The MATCH Project is partnering with the **Extension Programs of the 1890 Land-Grant Institutions** to enhance public health preparedness at the community level and to address the convergence of animal and human health.



A collaboration of the W.K. Kellogg Foundation

The transfer of animal-borne diseases to the human population is a significant threat to global health. The consequences of human-to-human transmission of such diseases warrant exceptional levels of international attention and cooperation. In response to this need, the W.K. Kellogg Foundation has established a unique collaborative among animal and public health leaders in an effort to better prepare all populations - particularly underserved and disenfranchised communities - for the threat of new and emerging infectious diseases.



A collaborative supported by by the
W.K. Kellogg Foundation

Collaborative Partners:



American Public Health Association



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EXAMPLE 2:



OUR PARTNERS: THE 1890 LAND-GRANT INSTITUTIONS

- Alabama A & M University
- Alcorn State University
- Delaware State University
- Florida A & M University
- Fort Valley State University
- Kentucky State University
- Langston University
- Lincoln University
- University of Maryland Eastern Shore
- North Carolina A & T State University
- Prairie View A & M University
- South Carolina State University
- Southern University and A & M College System
- Tuskegee University
- Tennessee State University
- University of Arkansas at Pine Bluff
- Virginia State University
- West Virginia State University



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Barriers to Successful CBPR

- Lack of academic incentives and the need to develop capacity for researchers and community-based organizations (CBOs) to partner in CBPR projects
- Poor community incentives and capacity to conduct CBPR
- Inadequate funding and insensitive funding mechanisms



CBPR Peer Support Network

To stay abreast of CBPR initiatives, researchers can access:



- Community-Campus Partnerships for Health
- American Public Health Association (APHA)
http://www.apha.org/meetings/CEI/a_cei_1012.htm
- W.K. Kellogg Health Scholars Program
<http://www.cfah.org/programs/healthscholars/>



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Resources for Ongoing Support for CBPR

- Centers for Disease Control and Prevention (CDC)
- National Institute for Environmental and Health Sciences (NIEHS)
- Agency for Healthcare Research and Quality (AHRQ)
- W.K. Kellogg Foundation Health Scholars Program
- Community-Campus Partnerships for Health (CCPH)



Kellogg Health Scholars
Connecting Academe, Community, and Policy



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Strategies for Sustainable CBPR

- Acknowledge and engage the community “gatekeepers” at the onset of research
- Maintain flexibility and be able to adjust interventions based on community needs
- Establish community steering committees or advisory boards to guide interventions
- Identify and build research aims around long-term gains for community members (long after grant ends)
- Maintain open and honest communication of results

Strategies for Sustainable CBPR

- Develop an effective communication plan
 - Desire to communicate
 - Understanding of how people prefer to receive and process information



Strategies for Sustainable CBPR

- Develop an effective communication plan
 - What we now know:
 - Learn to say “No”
 - The importance of timely communication and follow-through
 - Use multiple forms of communication
 - Whole-parts-whole
 - Lean and Rich
 - The importance of frequent communication
 - How communication builds trust

Strategies for Sustainable CBPR

- Four most critical factors
 - Open, honest communication and a commitment to discuss the issues
 - The perception of being fair in dealing with others
 - Execution and follow-through
 - Credibility developed the years



Questions?

ACKNOWLEDGEMENTS / REFERENCES CITED

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American Public Health Association (APHA)
http://www.apha.org/meetings/CEI/a_cei_1012.htm

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CONTACT INFORMATION

Saundra Glover, MBA, Ph.D., Director
Institute for Partnerships to Eliminate Health Disparities
220 Stoneridge Drive
Columbia, South Carolina 29210
803.251.6300
sglover@gwm.sc.edu

Associate Dean for Health Disparities and Social Justice
Arnold School of Public Health

Co-Principal Investigator
USC-Claflin EXPORT Center